

In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (Currently Amended): A method of displaying a web page to a user who has in close association therewith a portable triggering device having a unique code stored therein, comprising the steps of:

- 5 when the portable triggering device is within a predetermined proximity of an activation system, the activation system interacting with the triggering device causing the unique code from the triggering device to be extracted therefrom through activation thereof, the activation system interfaced with a network and physically separate from the triggering device;
- retrieving location information associated with the unique code from a database, the location information corresponding to a location of the web page on a remote location
10 disposed on the network;
- in response to retrieving the location information, automatically connecting the activation system to the remote location; and
- presenting the web page corresponding to the location information of the remote location to the user.

Claim 2 (Original): The method of Claim 1, wherein the triggering device in the step of providing is a portable wireless passive transponder.

Claim 3 (Original): The method of Claim 2, wherein the passive transponder has the unique code stored therein in a non-volatile memory.

Claim 4 (Original): The method of Claim 1, wherein the unique code in the step of providing is uniquely associated with the web page.

Claim 5 (Original): The method of Claim 1, wherein the triggering device further includes a unique transponder identification code stored therein, the unique transponder identification code being exclusively associated with that triggering device.

AMENDMENT AND RESPONSE

Claim 6 (Previously Presented): The method of Claim 5, wherein the step of causing further includes causing the unique transponder identification code to be extracted from the triggering device with the activation system.

Claim 7 (Original): The method of Claim 6, wherein the step of retrieving location information further comprises the step of matching the unique code and the unique transponder identification code with the location information of the database.

Claim 8 (Original): The method of Claim 1, wherein the activation system in the step of extracting comprises a transmitter and a receiver each operatively connected to a computer, the transmitter for activating the triggering device with an activating signal, and the receiver for receiving a triggering signal having the unique code contained therein.

Claim 9 (Original): The method of Claim 1, wherein the step of retrieving location information further comprises the step of matching the unique code with the location information of the database.

Claim 10 (Original): The method of Claim 9, wherein the database in the step of retrieving is local to the activation system.

Claim 11 (Original): The method of Claim 9, wherein the database in the step of retrieving is located at an intermediary location on the network.

Claim 12 (Original): The method of Claim 11, wherein the step of retrieving location information from the intermediary location further comprises the step of appending to the unique code routing information which defines the location of the intermediary location on the network such that the unique code is transmitted to the intermediary location in accordance with the
5 appended routing information.

Claim 13 (Previously Presented): The method of Claim 1, wherein the activation system

in the step of causing further includes a unique interface identification code associated with the activation system.

Claim 14 (Original): The method of Claim 13, wherein the step of retrieving location information further comprises the step of appending the unique interface identification code to the unique code and transmitting it to the database.

Claim 15 (Original): The method of Claim 14, wherein the step of retrieving location information further comprises the step of matching the unique code and the unique interface identification code with the location information of the database.

Claim 16 (Original): The method of Claim 1, wherein the step of connecting is performed using a browser program.

Claim 17 (Canceled)

Claim 18 (Original): The method of Claim 1, wherein the step of presenting comprises displaying the web page to the user via a display operatively connected to the activation system.

Claim 19 (Currently Amended): An apparatus for displaying a web page to a user having a portable triggering device with a unique code stored therein, comprising:

an activation system disposed on a network that, when the portable triggering device is within a predetermined proximity thereof, the activation system operable to interface with the portable triggering device to cause ~~causes~~ the unique code from said triggering device to be extracted therefrom in response to activation thereof when said portable triggering device is proximate to said activation system, said activation system physically separate from said triggering device;

wherein location information associated with said unique code is retrieved from a database, said location information corresponding to a location of the web page on a remote location disposed on said network;

wherein in response to said location information being retrieved from said

database, said activation system is automatically connected to said remote location;
wherein the corresponding web page of said remote location is presented to the
15 user via said activation system on a display.

Claim 20 (Original): The apparatus of Claim 19, wherein said triggering device is a portable wireless passive transponder.

Claim 21 (Original): The apparatus of Claim 20, wherein said passive transponder has said unique code stored therein in a non-volatile memory.

Claim 22 (Original): The apparatus of Claim 19, wherein said unique code is uniquely associated with the web page.

Claim 23 (Original): The apparatus of Claim 19, wherein said triggering device further includes a unique transponder identification code stored therein, said unique transponder identification code being exclusively associated with said triggering device.

Claim 24 (Original): The apparatus of Claim 19, wherein said activation system comprises a transmitter and a receiver each operatively connected to a computer, said transmitter for activating said triggering device with an activating signal, and said receiver for receiving a triggering signal having said unique code contained therein.

Claim 25 (Original): The apparatus of Claim 24, wherein said activation system is further adapted for receiving a unique transponder identification code from said triggering device.

Claim 26 (Original): The apparatus of Claim 19, wherein said unique code is matched with said location information of said database.

Claim 27 (Original): The apparatus of Claim 26, wherein a unique transponder identification code is also matched with said location information of said database.

Claim 28 (Original): The apparatus of Claim 26, wherein said database is local to said activation system.

Claim 29 (Original): The apparatus of Claim 26, wherein said database is located at an intermediary location on said network.

Claim 30 (Original): The apparatus of Claim 29, wherein routing information is appended to said unique code, said routing information defining the location of said intermediary location on said network such that said unique code is transmitted to said intermediary location in accordance with said appended routing information.

Claim 31 (Original): The apparatus of Claim 19, wherein said activation system further includes a unique interface identification code associated with said activation system.

Claim 32 (Original): The apparatus of Claim 31, wherein activation system retrieves location information corresponding to said unique code and said unique interface identification code from said database.

Claim 33 (Original): The apparatus of Claim 19, wherein said activation is connected to said remote location using a browser program.

Claim 34 (Canceled)

Claim 35 (Original): The apparatus of Claim 19, wherein the web page is presented to the user via a video display operatively connected to said activation system.